



MEDIA CONTACT ONLY

Expo Events:

Shauna Allison, (916) 263-1477

Stephanie Horgan, (916) 263-3131

NEWS RELEASE

CE&SF – #10510

FOR IMMEDIATE RELEASE

October 5, 2010

OKTOBEERFEST TO BE HELD AT CAL EXPO

SACRAMENTO- In partnership with CBS Radio and Ovations, Cal Expo has announced advance tickets are now on sale for the first annual Oktoberfest to be held on Saturday, October 16, 2010. Tickets for this event are \$10 and can be purchased (while supplies last) at all Dimple Records outlets. \$5 Designated Driver tickets will be available at the door the day of the event.

Attendees (21 years and older) will enjoy authentic German food, live music, plenty of good beer, and fun contests and games. Oktoberfest officials announced the event will feature a specially brewed *Volkz Brau Ale* and performances by **Deer Park Avenue** and **Big Lou's Casserole**. This festive event will begin at 2 pm and conclude at 7pm.

A variety of brews will be available for \$5 each and, as an added incentive, all advance ticket holders will receive their first beer free. Guests should enter Cal Expo at the Main Gate at Exposition and Challenge Way. The outdoor event is scheduled to take place on The Promenade in the center of the fairgrounds. Wheelchairs are available upon request at the Main Gate.

###